

**Saskatchewan Soccer
Writing Program Descriptions – Information Sheet**



Program descriptions allow an organization to communicate the types of programs and services offered. They provide employees, volunteers and participants with more information and direction about what to expect when participating in the program.

Using action verbs, describe the activities that are included in the proposed program. Descriptions can be a short paragraph or can be a detailed outline of what the program entails. An adequate program description covers the who, what, where, when and why of a program.

When writing program descriptions, consider the following:

1. What makes your program unique/compelling?

What would make someone want to pick your program over a competitor program or competitor sport?

2. What would you like most conveyed about your program?

What aspects of your program would you like potential participants to know about, such as the benefits to joining the program? For example, elements that could be included are that the activity is fun, the participants will gain valuable skills, etc.

3. What will participants learn?

Technical skills, tactical skills and strategy, life skills, etc are all great things to include here.

4. How are participants going to learn/what will they be doing?

How will they learn the skills? What types of drills or activities will they experience in the program?

5. Benefits of participating in the program?

Are there any further benefits of participating in the program? For example: making friends, receiving a jersey or a ball, participating in games, participating in a tournament, etc.

6. For whom is the program designed?

Is this program aimed for a specific type of participants? For example, new or experienced participants, age groups, gender, athletes with disabilities, etc.

*Thank you to FC Regina for their permission to use their U6 and U8 Fundamentals program descriptions as examples.